

Trending analysis for investment strategy in Athens Greece

Thomas Melistas

June 2019

1 Introduction/Business Problem

1.1 General introduction

Greece is rapidly overcoming its financial crisis as financial and economic indices show. Tourism as well as trade equip its capital, Athens, with a large potential for growth and this potential has attracted many investors from all over the world. Investment companies are currently buying real estate and new shopping malls and business parks are on their plans.

1.2 Description of the goal

In this report we will use data in order to analyze which venues overcrowd the center of Athens and thus determine which investments will face high competition. Of course, this will be valuable for investment agencies since an accurate report will provide information on which venues they should avoid spending money on.

2 Data used and their processing

2.1 Data source

For my report, data from the Foursquare API was used. The data contains the venues around the center of Athens together with among others their exact location, address and distance from the city center.

2.2 Processing the data

Since I was not interested in a particular venue, but rather in the category that each venue falls into, I obtained the category of each one and I created a map to better visualize the data. The popup window for each individual venue displays the category in which it falls into.